

[Back to regular view](#) [Print this page](#)

What's in a name?

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In time, Lakeshore East might take on its own identity as an official neighborhood. But for now, it's part of a somewhat larger chunk of Chicago that goes by the name New Eastside.

It's hard to tell if either name will stick. New Eastside, bounded by Grant Park on the south, the lake, the river on the north and Michigan Avenue on the west, sounds contrived. It's also an affront to Chicago's real East Side, which is near the Indiana line.

Some other downtown "neighborhoods," with boundaries open to dispute by reasonable people and Realtors:

- • Streeterville: Everything east of Michigan Avenue from Oak Street south to the river.
- • Gold Coast: Oak Street to North Avenue and east of Clark.
- • River North: Everything west of Michigan Avenue and south of Chicago Avenue, with the river as the western and southern boundary.
- • River West: West of the river between Chicago Avenue and Kinzie and stopping at the Kennedy Expy.
- • West Loop: The boundaries have gotten wildly elastic here, but let's stick with Kinzie to Congress, the river to Halsted.
- • South Loop: Congress to 22nd Street and everything east of I-94. Some would end it at Roosevelt on the south.
- • Central Station: A big subset of the South Loop, this 80-acre high-rise collection is between Roosevelt and 18th Street, east of Michigan Avenue.
- • Printer's Row: Another South Loop subset, between Congress, Polk, Plymouth and the river.

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